

Panel Discussion | [Data Insights] The ROI of Insights: How Data-Driven Insights Translate into Measurable returns and Help Grow Brand

 Kimberly-Clark



ANURAG PORWAL

Head of Insights & Analytics,
APAC, Baby & Child Care
Kimberly-Clark
[Moderator]

 Ola Chat



LOUISA LI

Head of Global Marketing,
User Research & Strategic
Investment Dept.
Ola Chat

 Hilton



NAVEED NASEER

Head of Marketing Analytics
& Insights
Hilton Asia Pacific

slido



How is the data-driven culture in your organisation?

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Question 1

How can data-driven insights help businesses make better decisions and improve their ROI? Examples from your organisations to showcase how you ensure that the insights you gather are relevant and actionable.

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Question 2

How do you use insights to optimise your marketing campaigns and improve your overall brand performance?

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Question 3

What role do emerging technologies like AI and machine learning play in generating insights and improving ROI?

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Question 4

What are some of the challenges you face when trying to measure the ROI of insights? What are some of the key metrics you use to measure the ROI of insights?

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Question 5

How do you use insights to identify new growth opportunities and expand your customer base?

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Q & A

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